

CHALLENGE SALE OF WOMEN'S HOSIERY

69c Silk Hose at 47c	\$1 Silk Hose at 67c	\$2.50 Silk Hosiery, \$1.67
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Good quality fibre silk, made with reinforced toes and heels in black, white and colors. All sizes. Actual 69c values for only 47c.

Women's fine quality Boot Silk Hose, made with double toes and heels, in black, white and colors. All sizes. Extra special for only 67c.

Pure thread silk, full fashioned Silk Hose, made with double toes and heels, in black, white and colors. All sizes. Special, \$1.67.

EVERYTHING COSTS LESS AT

WEISBERGER'S

RICHMOND'S GREAT STORE

CHALLENGE SALE OF MUSLIN UNDERWEAR

\$2 Muslin Gowns, \$1.37	\$2 Petticoats, \$1.27	\$1 Drawers at 77c
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Made of splendid quality, snow white, soft finished muslin, trimmed with lace and embroidery, some beautifully hand embroidered. Only \$1.37.

Cut full and long, perfectly made, of splendid quality, snow white muslin and trimmed with deep foot flounce of pretty embroidery. At \$1.27.

Women's regular and extra size Drawers, trimmed with pin tucks or pretty embroidery, made of fine quality soft finished muslin. Special, 77c.

ONLY FOUR MORE DAYS OF CHALLENGE SALE

ALL SUMMER MERCHANDISE MUST GO, REGARDLESS OF FORMER PRICES, COSTS OR PROFITS. IN MANY CASES IT IS OFFERED AT 1/2 AND EVEN LESS THAN 1/2. SHREWD BUYERS WILL TAKE ADVANTAGE OF THESE SENSATIONAL REDUCTIONS AND STOCK UP FOR FUTURE. THESE PRICES DO NOT COVER COST OF MATERIALS.

An Unparalleled Sale of Waists

\$1.33 **\$1.88** **\$3.00**

For Voile Waists That Sold for \$2.00
Choice of a large assortment of smart new models, some prettily embroidered, and trimmed with lace, fashioned of plain or fancy striped voile. Sizes from 38 up to 46. Actual \$2.00 values on sale for \$1.33.

For Voile Waists That Sold for \$3.00
Beautiful new lace trimmed effects, also newest embroidered models, made of fine quality plain, striped or corded voile, with large or medium collars and smart cuffs. Sizes to 46. Extra special at \$1.88.

For Silk Waists That Sold for \$5.00
A splendid assortment of dainty new Crepe de Chine and Georgette Waists, in plain tailored or beautiful embroidery trimmed styles, some with handsome lace trimmed collars. White, flesh, sunset, etc. All sizes.

CHALLENGE SALE OF Silk and Wash DRESSES

\$4.00

For Wash Dresses That Sold for \$8.50 and \$10

Only a few of these pretty little Dresses are left after last week's heavy selling, and we advise you to shop Monday if you are considering a purchase. The assortment includes dainty gingham and voile frocks, made in newest sport, street and morning styles in plain white, combinations and newest plaid effects. This low price does not even cover the cost of the materials. All sizes. Challenge Sale price, \$4.00.

\$15.00

For Silk Dresses That Sold for \$30 and \$35

Just imagine buying a beautiful Silk Dress that is the utmost in style and quality, for only \$15. It hardly seems possible, but nevertheless it is true. Here in one large lot we have grouped together all our \$30 and even \$35 Silk Taffeta, Georgette and Satin Dresses, in white, flesh and other wanted shades, and have marked them at only \$15. If you're wise you'll be here early Monday before they all go.

\$24.75

For Silk Dresses That Sold for \$35.00 and \$40.00.

Beautiful and ultra-stylish new creations, modeled of excellent quality Georgette Crepe, Crepe de Chine, French Serge and Satin in every wanted and favored shade. Everyone of these Dresses are suitable for early Fall wear and considering the high prices of new Fall merchandise, these represent a wonderful saving opportunity. Not one in the lot worth less than \$35, and many are actual \$40 values. On sale Monday at the Challenge Sale Price of \$24.75.

WEISBERGER'S—SECOND FLOOR.

'Giveaway' Prices on Wash Skirts

79c **\$1.33** **\$2.44**

For Wash Skirts That Sold for \$2.00
Tailored of an excellent quality white Gabardine, in new, plain tailored effects, also made in a very good quality linen, in newest khaki kool designs. All sizes. Actual \$2 values, on sale for only 79c.

For Wash Skirts That Sold for \$3.00
A large assortment of newest models in fine quality Gabardine Skirts, made either plain or with neat satin stripe. Plain tailored and all around gathered effects, trimmed with newest pockets, belts, etc.

For Wash Skirts That Sold for \$5.00
Choice of newest, plain tailored and all 'round gathered effects, made of a superior quality white gabardine and trimmed with smart patch pockets, detachable belts and pearl buttons. Extra special at \$2.44.

Up to \$8.00 Wash and Silk Skirts \$3.98

Over 1,000 Skirts are grouped together in this immense lot and include fine quality white gabardines, washable satins in white and ivory and newest plaid and striped taffetas in all wanted colors. All sizes. Values to \$8, for only \$3.98.

WEISBERGER'S—SKIRT SECTION—SECOND FLOOR.

Girls' Apparel!

\$2.50 DRESSES **\$1.57** \$8.75 DRESSES **\$4.98**

Several very stylish and becoming new models, made of fine quality, fast color ginghams and chambrays in plaids and solid colors. Sizes 7 to 14 years. Actual \$2.50 values, for \$1.57.

Girls' pretty new White Voile and Georgette Dresses, made in several very attractive styles, trimmed with fine embroidery and lace. All sizes. Values to \$8.75, for only \$4.98.

Child's \$1 Parasols at 59c

WEISBERGER'S—SECOND FLOOR.

Women's \$25 and \$35 Spring & Summer Suits

\$15.00

Final clean-up of all Women's Suits, that formerly sold for \$25 and even \$35, at the ridiculous price of \$15. Included are fine Serges, Poplins and Silk Taffetas, in navy, black and other favored shades. Sizes for both Women and Misses. Good assortment of styles to select from. Special for the Challenge Sale at \$15.

WEISBERGER'S—SECOND FLOOR.

\$6.50 Stunning Georgette Waists \$4.44

An immense assortment of stunning new hand embroidered Georgette Waists and also newest hand trimmed models, made in newest round, square or V-neck effects. Shown in white, flesh and all other wanted colors. All sizes.

WEISBERGER'S—WAIST SECTION—SECOND FLOOR.

Men's \$15 and even \$18 Kool Kloth Suits for

\$8.50

Choice of over 500 new and stylish suits, tailored of the finest pre-shrunk materials, expertly made and perfect fitting. Included are styles for both Men and Young Men, in every wanted color and pattern. Sizes range from 33 to 46. Extra special for the Challenge Sale, at only \$8.50. Worth to \$18.

WEISBERGER'S—MAIN FLOOR.

Bathing Suits

TO \$7 SUITS **\$4.44** \$4.00 SUITS **\$2.19**

Women's all wool Jersey Suits, made in several very stylish and attractive models and in every wanted color and combination. Sizes to 44. Actual \$4 values on sale for \$2.19.

Women's and Misses good quality, well made suits, in several choice styles, shown in all wanted colors and combinations. Sizes up to 44. Actual \$4 values on sale for \$2.19.

\$1.25 Swimming Tights, 87c

WEISBERGER'S—SECOND FLOOR.

"Leaders" from Our "Busy Basement"

\$2.50 Bleached Sheets Size 12x36, made of extra fine quality snow white muslin, free from dressing and hemmed ready for use. Special at \$1.98.	25c Linen Toweling 15-inch, fine quality linen crash toweling, made with wide striped borders. An actual 25c value, on sale for only 19c.	\$1.00 Crib Blankets Size 36x50-inch. Beacon crib blankets, a wide assortment of pink and blue nursery designs. Actual \$1 values, for 89c.
50c Turkish Towels Size 20x40 inches, good, heavy weight, closely woven, and value that you will marvel at. Actual 50c values for only 33c.	\$7.50 Blankets for Size 12x34 and 66x90 "waffle" wool finished blankets, in pretty plaids, also plain white or gray, on sale Monday at \$4.98.	29c Bath Towels at Large size, good heavy quality Turkish bath towels, with neat borders, also good heavy huck towels on sale at only 19c.
50c Dress Gingham 22-inch, fine quality, fast color dress gingham, in a wonderful assortment of newest plaids in all wanted colorings.	29c Outing Flannel 27-inch, good heavy quality outing flannels, in every pattern and color imaginable. Only 19c because they are short lengths.	35c Dress Gingham Over 50 new fall patterns to select from, all full 36 inches wide, good heavy quality and fast colors. Extra special, 29c.
\$3.00 Longcloth at 36 inches wide, good quality, pure white, free from dressing, 19 full yards 44" the piece. Extra special at \$2.49.	\$1.00 Bed Comforts Special, just 30 full size cotton comforts, all good patterns, but slightly soiled, on sale for only \$2.89. Worth \$4.	\$1 Mercerized Damask Good heavy quality, highly mercerized, with deep satin finish. Full 64 inches wide. Actual \$1 value quality for 89c yard.

WEISBERGER'S—YARD GOODS, ETC.—BASEMENT.

Just Received!—\$30,000 Shipment of Bedroom Furniture

Just in Time for the Rousing Wind-Up of Our Great Annual August Furniture Sale!

Three solid carloads of Furniture—a most select variety of period designs—arrived last week and will be featured thruout the last big week of the August Furniture Sale. This Furniture was contracted for early this year, and was due to arrive last month, but due to the acute labor conditions we consider ourselves very lucky to get it at all. In order to have a rousing, whirlwind finish for this big event we have marked these pieces at sensationally low prices—even lower than the actual cost to manufacture today.

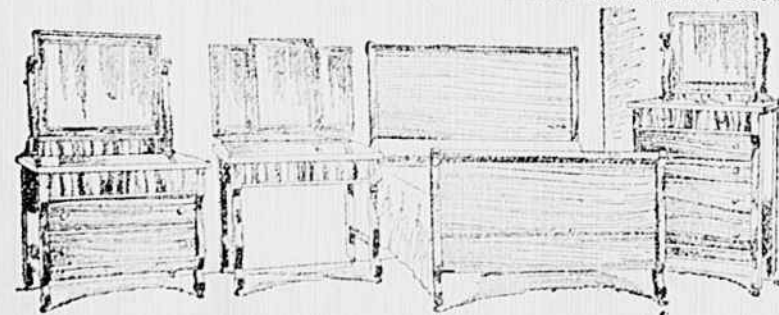
Buy on the Easy Pay Club Plan

Mail Orders Filled.

Queen Anne Suite in Mahogany or Amer. Walnut
\$75 Dresser, at \$59.75 \$67.50 Bow Foot Table, \$49.75
\$55 Chiffonier, at \$42.50 \$50 Toilet Table, \$39.75



William and Mary Suite in Golden Quartered Oak
\$45 Dresser, at \$36.75 \$37.50 Bed, for \$29.75
\$38 Chiffonier, at \$29.75 \$36.50 Toilet Table, \$29.75



Colonial Period Suite in Genuine American Walnut
\$67.50 Dresser, at \$49.75 \$47.50 Bed, for \$29.75
\$55 Chiffonier, at \$42.50 \$50 Toilet Table, \$39.75

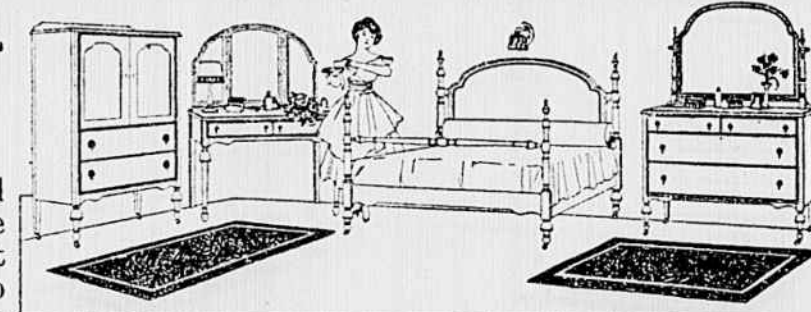


2,000 ODD BEDROOM PIECES AT GREAT PRICE REDUCTIONS

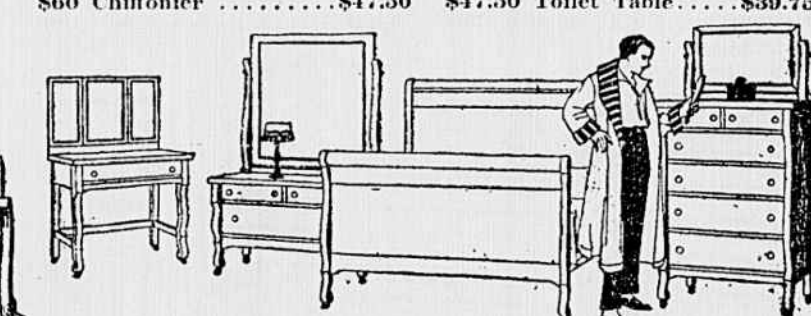
Hotel proprietors, boarding house keepers, and spare room owners will find this sale to be a wonderful opportunity to re-furnish their rooms at unusual savings. Scores of designs, woods, and finishes are represented, every piece expertly constructed and finished, and worth much more than the very low prices we are quoting. Here are a few:

\$35 Colonial Golden Oak Dressers, \$24.75	\$47.50 Colonial Mahogany Dressers, \$39.75
\$30 Colonial Golden Oak Chiffonier, \$18.75	\$47.50 Colonial Mahogany Chiffoniers, \$39.75
\$25 Colonial Golden Oak Toilet Table, \$12.75	\$40 Colonial Mahogany Toilet Tables, \$32.50
\$22 Golden Oak Dressers, \$14.50	\$65 Mahog. Dressers at, \$49.75
\$65 Princess Dressers at, \$49.75	

WEISBERGER'S—FURNITURE DEPARTMENT—THIRD FLOOR.



William and Mary Suite in Mahogany or Walnut
\$65 Dresser, at \$49.75 \$47.50 Bed, for \$29.75
\$60 Chiffonier, at \$47.50 \$47.50 Toilet Table, \$39.75



Colonial Period Suite in Golden Quartered Oak
\$65 Dresser, at \$49.75 \$37.50 Bed, for \$29.75
\$37.50 Chiffonier, at \$29.75 \$36.50 Toilet Table, \$29.75



Queen Anne Suite in Mahogany or American Walnut
\$47.50 Dresser, at \$39.75 \$45 Bed, for \$29.75
\$47.50 Chiffonier, at \$39.75 \$45 Toilet Table, \$32.50